

## **Attachment B**

### **MINUTES**

#### **Business Development Committee**

**Tue -4/3/07**

**Present:**

**Committee Members** - Kimberly Lay, David Markel, Rex Sedwick, Chick Martin, Elizabeth Knott

**Addison Representatives** - Bob Phillips (Town), Dennis Kraft (Council), David Benson (Fire Dept.)

Kimberly Lay called the meeting to order. She asked for a motion to approve the minutes-they are approved.

McKinney business development representative, Jenny Lester, gave a presentation -she works with large businesses in the community to take care of problems and to help them make things happen -she also works with small businesses to give good personal service. Her objective points towards business retention. Ms. Lester recounted an experience when several businesses were having problems and lots of businesses wanted to leave McKinney -this was a pioneer effort in fixing things that needed to be fixed that were going the wrong way fix up to five years - companies were ready to leave -local businesses did not know that McKinney could give economic incentives to stay like the other DFW cities were giving them to leave their current locations. McKinney had a labor shortage -The Business Retention & Expansion Program (BREP) (see attachment) was formed.

She talked about "12 at 12" luncheons (12 people meeting in a private lunch 12 noon monthly)...Things would come out that the city doesn't hear about directly from the businesses in the community. She worked with TEC and helped relocate employee right in McKinney when people got laid off -TEC has lots of leads and she just took advantage of arranging to introduce these people to potential employers placing people that were already trained and ready to go. Good transitions help smooth out employment changes in the community. .

Her office is a public/private venture, two boards and two bosses. Budget estimated to be \$80k annually and is paid by EDC (Economic Development Corporation) the total budget is about \$100K to \$120K. Expenses are tightly controlled by the city so there is a good accounting system. Ms. Lester is the go to place in the city for everything that the City doesn't have a home for. She is into relationship-building by responding to emails and phone calls. This gets her out to see people, by doing this these contacts share information which (when appropriate) she turns over the EDC for further development.

She has closed records as opposed to EDC which has open records-this is communicated to the businesses so that they feel comfortable to share things - she can do all this behind the scenes and will never be public. These records are protected against subpoenas, etc.

She assembles a database that can be queried and tries to match up opportunities. An online database can produce great results and let the office really perform a service. She becomes the businesses liaison -she gets lots of callbacks from these people and tries to solve problems - she usually asks for owner or operations manager.

She makes a judgment if the things she is working on are a quick fix or that there is a true need for a program. She can put the businesses in front of the people who work for the city that can

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help them with their needs. This is done seamlessly. She connects companies that would not otherwise meet each other -this also connects local businesses with city needs for products and services so the local businesses can profit from city purchases.

Database in two sections -one is in the footprint of McKinney -about 1,700 in database - name, address, phone #, contact. A detailed database on 200 or so is the second database. This effort was started in 2003 (she is second one to hold the job).She functions as the bureau of information - she is constantly putting together an agenda for the upcoming month to tell her associates what needs to be worked on.

She does a supplier list as a way to attract businesses to the community. This is to direct the EDC's efforts and help the EDC put together programs to show local businesses how to get local & state government business, how to export, -how to all type of things.

We thanked Ms Lester for making her presentation to the committee and continued with our agenda. Kimberly Lay reported that Mario Canizares has gotten a connection at Pizza Hut and is working on a tour.

Jeannette Consor- reports on her big ideas. Survey, minutes from March meeting, notes on ideas. She has met with two business people in Addison -they report that Addison employees really easy to do business with. There was some concern about vacancies in office and retail -worried about Target maybe moving out if they don't do well. In some opinions Addison's curb appeal not good. Some comments about noise and rerouting of airport traffic. Other comments she picked up related to branding of Town, tax incentives, the Cottonbelt opportunity. She asked the question - do we need an economic development department -she thinks yes we do. Addison could do surveys on web site was an idea she was in -favor of. Richardson web site is great -tax abatements-waste tax credit, sales tax rebate are discussed.

Jeanette Consor then commented on the casino bill in Austin -she thinks it will pass. If it passes senate it will go to voters in Nov -it would be an amendment to the constitution. If it passes the casino people are waiting to get going as this is a major economic development impact. Wynn has been in Dallas a lot. She commented that casinos will not ask for tax abatements -some communities that don't want them will immediately discourage them. Addison could be a beneficiary of this move if it happens. Only time will tell...Jeanette Consor's comments are attached.

As there was no more business the meeting was adjourned.  
Next meeting is 7:00 PM Tues, 4/11/07 at the Fire Station One conference room

Respectfully submitted,  
Chick Martin 4/3/07